

IN THE CLAIMS

1. (Currently Amended) A communication ~~service method~~ service method comprising the steps of:

connecting a plurality of communication terminal apparatus with each other;

transmitting means for transmitting audio signals and image signals between said plurality of communication terminal apparatus;

superposing a first image signal transmitted from an arbitrary one of said plurality of communication terminal apparatus utilized by a first user with a second image signal of arbitrary selling goods to generate a third image signal, said second image being offered directly by the arbitrary communication terminal apparatus utilized by said first user to the arbitrary communication terminal apparatus utilized by a second user ~~of said plurality of communication terminal apparatus~~; and

delivering a the third image signal ~~generated by superposing said first and second image signals~~ to said communication terminal apparatus of said second user.

2. (Previously Presented) The communication service method according to claim 1, wherein said selling goods are selected by said first user of said one of said plurality of communication terminal apparatus.

3. (Previously Presented) The communication service method according to claim 2, wherein said first image signal that was received from one of said plurality of said arbitrary communication terminal apparatus includes an image from said first user of said one of said

plurality of communication terminal apparatus.

4. (Original) The communication service method according to claim 1, wherein
said first image signal includes a real-time moving image signal.
5. (Previously Presented) The communication service method according to claim 1, wherein
more detailed information of said selling goods is supplied to said plurality of
communication terminal apparatus in response to a demand from said one of said plurality of
communication terminal apparatus.
6. (Previously Presented) The communication service method according to claim 5, wherein
an environment for performing transactions of said selling goods is proposed to said one
of said plurality of communication terminal apparatus to which said more detailed information is
supplied.
7. (Currently Amended) The communication service method according to claim 1, wherein
said first image signal from said one of said plurality of communication terminal
apparatus is superposed with said second image signal of the selling goods so that the second
image signal has ~~substantially significant~~ a relation with an object included in said first image
signal.

8. (Previously Presented) The communication service method according to claim 3, wherein said first image signal that was received from said one of said plurality of communication terminal apparatus is superposed with said second image signal of the selling goods so that said third image signal includes an image in which said first user of said communication terminal apparatus is superposed on the selling goods, uses the selling goods or holds the selling goods is generated.
9. (Previously Presented) The communication service method according to claim 1, wherein consideration is paid to said first user of said one of said plurality of communication terminal apparatus to which said third image signal is delivered based on a predetermined condition concerning the delivery of said third image signal of the selling goods.
10. (Previously Presented) The communication service method according to claim 9, wherein said consideration is determined based on a number of times of the delivery of said third image signal of the selling goods, a period of time of the delivery, or a predetermined condition for processing concerning the selling goods performed by said first user.
11. (Previously Presented) The communication service method according to claim 9, wherein said consideration is paid by money, by countervailing of the consideration with a utility rate of the communication service, or by countervailing of the consideration with money to be paid at a time of prescribed selling goods transactions.

12. (Previously Presented) The communication service method according to claim 2, wherein said third image signal including an image of said selling goods is selectively delivered to said one of said plurality of communication terminal apparatus depending on the first and second user thereof.

13. (Previously Presented) The communication service method according to claim 1, wherein said selling goods included in said third image signal are changed in sequence at every series of the connection, at every predetermined period of time, in response to a demand from said one of said plurality of communication terminal apparatus utilized by said first user that generates said first image signal, or in response to a demand from said one of said plurality of communication terminal apparatus utilized by said second user.

14. (Currently Amended) A communication service apparatus comprising:
connecting means for connecting a plurality of communication terminal apparatus with each other;

transmitting means for transmitting audio data and image data between said plurality of communication terminal apparatus;

receiving means for receiving a first image data that was received from one of said plurality of connected communication terminal apparatus utilized by a first user;

image data superposing means for superposing said first image data with a second image data of arbitrary selling goods to generate a third image data, said second image being offered directly by the arbitrary communication terminal apparatus utilized by said first user to the arbitrary communication terminal apparatus utilized by a second user ~~of said plurality of~~

~~communication terminal apparatus; and~~

transmitting means for transmitting said third image data to another of said plurality of connected communication terminal apparatus utilized by said second user.

15. (Previously Presented) The communication service apparatus according to claim 14, said apparatus further comprising:

first recording means for recording said second image data selected beforehand by each user of said one of said plurality of communication terminal apparatus, in which said second image data being superposed with said first image data from said one of said plurality of communication terminal apparatus, wherein

said image data superposing means generates said third image data by superposing selected said second image data recorded in said first recording means with said first image data.

16. (Original) The communication service apparatus according to claim 15, said apparatus further comprising:

second recording means for recording information including said second image data of said selling goods to be advertised, wherein

said image data superposing means generates said third image data by superposing selected said second image data of said selling goods recorded in said second recording means with said first image data.

17. (Previously Presented) The communication service apparatus according to claim 14, wherein

said connecting means connects said plurality of communication terminal apparatus in a state in which it is possible to transmit real-time moving image data among said plurality of communication terminal apparatus.

18. (Currently Amended) The communication service method according to claim 14, wherein

said second image signal from said plurality of communication terminal apparatus includes an image of said first user of said plurality of communication terminal apparatus; and

said image data superposing means superposes said first image data with said second image data so that said third image data includes an image ~~in which said first user of said plurality of communication terminal apparatus is superposed on the selling goods, uses the selling goods or holds the selling goods is generated.~~

19. (Previously Presented) The communication service apparatus according to claim 14, wherein

said selling goods included in said third image data are changed in sequence at every series of the connection, at every predetermined period of time, in response to a demand from said plurality of communication terminal apparatus utilized by said first user that generates said first image data, or in response to a demand from said plurality of communication terminal apparatus utilized by a second user.

20. (Currently Amended) The communication service apparatus according to claim [[14]] 16, further comprising:

third recording means for recording predetermined data concerning actual results of superposing processing of said first image data with said second image data at every user of said plurality of communication terminal apparatus; and

adjusting means for paying consideration to each user based on contents recorded in said third recording means.

21. (Currently Amended) The communication service apparatus according to claim [[16]] 20, further comprising:

fourth recording means for recording data for a hobby and a preference of said first or second user using said plurality of communication terminal apparatus to be delivered as said third image data, wherein

said image data superposing means generates said third image data by selecting said image data of said selling goods based on contents recorded in said fourth recording means.

22. (Previously Presented) The communication service apparatus according to claim 1 wherein

said transmitting means further transmits information of more detailed information of said selling goods or a connecting destination of a system which proposes an environment for performing transactions of said selling goods to said one of said plurality of communication terminal apparatus that transmitted the superposed image signal.

23. (Currently Amended) A communication terminal apparatus utilized by a first user and connected with another communication terminal apparatus utilized by a second user through a communication service apparatus, said communication terminal apparatus ~~performing~~ utilized by said first user performs mutual telephone calling with the ~~other~~ communication terminal apparatus utilized by said second user, each of said ~~the~~ communication terminal apparatus ~~apparatuses~~ comprising:

telephone calling means for performing telephone calling ~~with said other~~ between said communication terminal ~~apparatus~~ apparatuses;

image data superposing means for superposing a first image data with a second image data of arbitrary selling goods to generate a third image data, said second image being offered directly by the arbitrary communication terminal apparatus utilized by said first user to the arbitrary communication terminal apparatus utilized by a second user ~~of said plurality of communication terminal apparatus~~;

receiving means for receiving said third image data generated by superposing said first image data from ~~said other~~ one of the communication terminal ~~apparatus~~ apparatuses and said second image data concerning arbitrary selling goods and predetermined control data, said third image data and said control data being transmitted from the communication service apparatus;

displaying means for displaying the received third image data;

position designating means for designating an arbitrary position on said displayed third image data; and

controlling means for performing predetermined processing based on the received control data when the designated position is on a part of said second image data.

24. (Currently Amended) The communication terminal apparatus utilized by said first user according to claim 23, wherein

said controlling means demands more information of said selling goods or an environment concerning performing transactions of said selling goods relating to said communication service apparatus when said part of said second image data is designated.

25. (Currently Amended) The communication terminal apparatus utilized by said first user according to claim 23, wherein

said controlling means demands more information of said selling goods or an environment concerning performing transactions of said selling goods relating to another communication service apparatus when said part of said second image data is designated.

26. (Currently Amended) The communication terminal apparatus utilized by said first user according to claim 25, wherein

said receiving means receives information of a replying result to said demand transmitted from the other communication service apparatus concerning related to said selling goods; and

said displaying means displays the information of received said replying result.

27. (Currently Amended) The communication terminal apparatus utilized by said first user according to claim 26, wherein,

a processing concerning said information from said other communication service apparatus in said receiving means and said displaying means is done practically at the same time

when a processing concerning the other communication terminal apparatus connected through said communication service apparatus is performed.

28. (Currently Amended) A communication system including a plurality of communication terminal apparatus utilized by at least a first and a second user and a communication service apparatus for connecting said plurality of communication terminal apparatus in order to transmit audio signals and image signals, wherein

said communication service apparatus comprises:

receiving means for receiving a first image signal that was received from one of said plurality of communication terminal apparatus;

image signal superposing means for superposing the received first image signal with a second image signal concerning arbitrary selling goods to generate a third image signal, said second image being offered directly by the arbitrary communication terminal apparatus utilized by said first user to the arbitrary communication terminal apparatus utilized by a second user of said plurality of communication terminal apparatus; and

transmitting means for transmitting said third image signal to said second user of said one of said plurality of communication terminal apparatus; and

said communication terminal apparatus comprises:

receiving means for receiving said third image data received by another of said plurality of communication terminal apparatus and transmitted from said communication service apparatus; and

displaying means for displaying the received third image data.

29. (Currently Amended) An advertisement propagandizing method in a communication environment in which a plurality of communication terminal apparatus utilized by at least a first and a second user are connected in a state in which audio signals and image signals can be transmitted, said advertisement propagandizing method comprising the steps of:

selecting selling goods as a desired advertisement propaganda object by said first user of one of said plurality of communication terminal apparatus;

superposing a first image signal received by said one of said plurality of communication terminal apparatus of said first user with a second image signal utilized by said second user of said selected selling goods as said advertisement propaganda object to generate a third image signal, said second image being offered directly by the arbitrary communication terminal apparatus utilized by said first user to the arbitrary communication terminal apparatus utilized by a second user of said plurality of communication terminal apparatus; and

delivering said third image signal including said second image signal to said second user of said one of said plurality of communication terminal apparatus.

30. (Previously Presented) The advertisement propagandizing method according to claim 29, wherein

said first image signal received from said one of said plurality of communication terminal apparatus includes an image of said first user of said one of said plurality of communication terminal apparatus.

31. (Previously Presented) The advertisement propagandizing method according to claim 30, wherein:

said first image signal received from said one of said plurality of communication terminal apparatus is superposed with said second image signal of the selling goods so that said third image data includes an image in which said first user of said one of said plurality of communication terminal apparatus is superposed on the selling goods, uses the selling goods or holds the selling goods is generated.

32. (Previously Presented) The advertisement propagandizing method according to claim 29, wherein:

more detailed information of said selling goods or a transaction environment of the selling goods is supplied to said one of said plurality of communication terminal apparatus to which said third image signal is delivered in response to a demand from said one of said plurality of communication terminal apparatus utilized by said second user.

33. (Previously Presented) The advertisement propagandizing method according to claim 29, wherein:

consideration is paid to said first user of said one of said plurality of communication terminal apparatus to which said third image signal is delivered based on a predetermined condition concerning the delivery of said third image signal of the selling goods.

34. (Previously Presented) The advertisement propagandizing method according to claim 29, wherein:

said third image signal including an image of said selling goods is selectively delivered to said one of said plurality of communication terminal apparatus depending on the first and second user thereof.